a bobit publication

june 1987

C1575-2 A
6/14/87

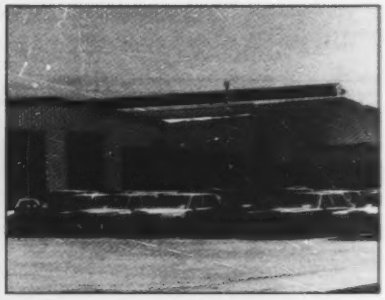
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

Auction Action Heats Up
Daily Rental's Future
GM Auction Program Grows

automotive FLEET
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

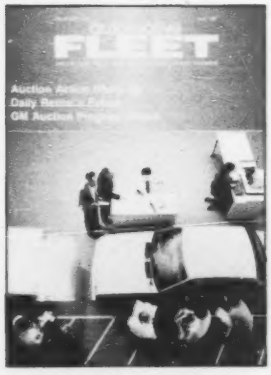
JUNE 1987
VOL. 26, NO. 8

Influencing the management of 4,584,000 cars and 1,970,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.



p. 24

p. 66



On the cover: Auto auctions today represent the leading redistribution channel for fleet vehicles. Story, page 24.

Features

24 **National Auto Auctions**
How the top auto auctions have grown to dominance.

30 **The State of the Daily Rental Industry**
Rate increases have boosted profitability, but what does this year augur?

40 **In-Terminal Locations Make Superior Unique**
Strategic expansion means success for daily rental independent.

44 **Service Excellence Drives Mintz's Growth**
A profile of an award-winning daily truck rental operation.

46 **GSA Focuses on Privatization**
How the government uses the private sector to meet fleet needs.

52 **The Burgeoning GM Auction Program**
Presently, 20,000 GM-owned vehicles are sold monthly at factory sales.

60 **Fleet Dealer Awards**
AF recognizes the top fleet sales achievers for 1986.

62 **Valuation Requirements for Employer-Provided Vehicles**
AALA capsulizes employer reporting requirements.

66 **Convention Wrap-Up**
Highlights of NAFA, NVLA, and AFLA annual conventions.

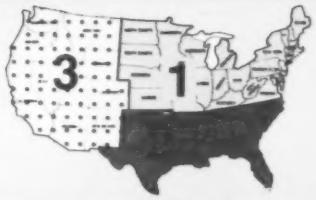
Departments

Letters	11	Used-Car Prices	86
Hotline	13	New Products	92
Industry News	14	Classified	93
Personnel Personals	76	Gas Prices	94
Leasing	81	Calendar	95
Rental	82	Ad Index	95
Light-Truck and Van News	85	Editorial	96

AUTOMOTIVE FLEET® (ISSN 0005-1519) is published 13 times a year by Bobit Publishing Company. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Please address ALL correspondence to the Editorial and Executive Offices at 2512 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices — United States: $24 per year, $40 for two years; Canadian $32 per year, $60 for two years. International: $60 per year, $100 for two years. Single copy price — $2.00; Fact Book — $25. Number of cars operated and services must accompany the order. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional entry. Postmaster: Send address changes to Automotive Fleet, 2512 Artesia Boulevard, Redondo Beach, California 90278. Bobit Publishing also publishes, *Automotive Fleet, Installation News, Metro, School Bus Fleet, Limousine and Chauffeur, Contemporary Surgery, Contemporary Orthopaedics, Contemporary Ophthalmic Forum, Waterbed, Showcase, Salon Trends,* and *Yankee Trader.*

USED CARS

The following are average car prices ending May 6, 1987. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
85 AMC ALLIANCE			
Sdn 4 Dr L Series	3420	3455	3351
84 AMC ALLIANCE			
Sdn 4 Dr L Series	2718	2742	2663
85 AMC ENCORE			
Sdn 5-Dr S Series	3417	3451	3347
84 AMC ENCORE			
Sdn 5-Dr S Series	2729	2755	2673
85 BUICK SKYHAWK			
Cust Coupe	4481	4525	4394
Cust Sdn	4550	4594	4460
85 BUICK CENTURY			
Cust Sdn	5878	5937	5761
84 BUICK CENTURY			
Cust Sdn	4915	4962	4815
85 BUICK SKYLARK			
Cust Sdn	4420	4464	4332
84 BUICK SKYLARK			
Cust Sdn	3519	3556	3451
85 BUICK SOMERSET REGAL			
Coupe	6356	6420	6229
85 BUICK RIVIERA			
Coupe	10,477	10,583	10,268
84 BUICK RIVIERA			
Coupe	8774	8861	8600
85 BUICK LE SABRE			
Cust Sdn	7232	7303	7090
Cust Cpe	7232	7303	7090
85 CADILLAC DE VILLE			
Cpe	10,869	10,977	10,652
Sdn	10,869	10,977	10,652
84 CADILLAC DE VILLE			
Cpe	8334	8417	8169
Sdn	8276	8361	8113
85 CADILLAC SEVILLE			
Sdn	15,214	15,365	14,911
84 CADILLAC SEVILLE			
Sdn	12,662	12,789	12,409
85 CHEVY CHEVETTE			
Htchbk 4 Dr	3137	3166	3074
84 CHEVY CHEVETTE			
Htchbk 4 Dr	2439	2461	2389
85 CHEVY CAMARO			
Cpe	6546	6613	6418
84 CHEVY CAMARO			
Cpe	5522	5576	5412
85 CHEVY CAVALIER			
Sdn	4355	4400	4268
84 CHEVY CAVALIER			
Sdn	3540	3575	3469
85 CHEVY CELEBRITY			
Sdn	5461	5515	5334
84 CHEVY CELEBRITY			
Sdn	4232	4275	4150
85 CHEVY CAPRICE			
Sdn	6822	6889	6686
84 CHEVY CAPRICE			
Sdn	5484	5539	5377
85 CHRYSLER LE BARON			
Cpe	5558	5614	5446
Sdn	5596	5651	5484
84 CHRYSLER LE BARON			
Cpe	4380	4423	4290
Sdn	4380	4423	4290
85 CHRYSLER FIFTH AVENUE			
Sdn	8518	8603	8346
84 CHRYSLER FIFTH AVENUE			
Sdn	7218	7291	7074
85 DODGE OMNI			
Htchbk 4 Dr	3499	3534	3430
84 DODGE OMNI			
Htchbk 4 Dr	2795	2823	2740
85 DODGE ARIES			
Sdn	4171	4214	4088
84 DODGE ARIES			
Sdn	3094	3126	3034
85 DODGE DIPLOMAT			
Sln Sdn	4713	4759	4620
84 DODGE DIPLOMAT			
Sln Sdn	3632	3666	3558
85 DODGE LANCER			
Sdn	5641	5698	5529
85 DODGE 600			
Sdn	5227	5278	5124
84 DODGE 600			
Sdn	3848	3885	3770
85 FORD ESCORT			
Htchbk 4 Dr L Series	3626	3662	3554
84 FORD ESCORT			
Htchbk 4 Dr L Series	2886	2916	2831
85 FORD MUSTANG			
LX-4 Cpe	5110	5161	5007
84 FORD MUSTANG			
L-4 Cpe	4148	4190	4066
85 FORD TEMPO			
GL Sdn 2 Dr	4307	4352	4222
GL Sdn 4 Dr	4380	4425	4291
84 FORD TEMPO			
L Sdn 2 Dr	2895	2923	2837
L Sdn 4 Dr	2951	2980	2891
85 FORD LTD			
Sdn	4698	4745	4604
84 FORD LTD			
Sdn	3478	3513	3411
85 FORD CROWN VIC			
Sdn	7742	7817	7587
84 FORD CROWN VIC			
Sdn	6259	6322	6135
85 FORD THUNDERBIRD			
Cpe	6637	6703	6504
84 FORD THUNDERBIRD			
Cpe	5476	5529	5366
85 LINCOLN CONTINENTAL			
Sdn	13,531	13,669	13,262
Town Car Sdn	12,145	12,269	11,903
Mark VII Cpe	13,173	13,303	12,908
84 LINCOLN CONTINENTAL			
Sdn	10,241	10,344	10,035
Town Car Sdn	9021	9110	8840
Mark VII Cpe	9856	9957	9660
85 MERCURY LYNX			
Htchbk 2 Dr	3446	3480	3376
84 MERCURY LYNX			
Htchbk 2 Dr	2743	2769	2685
85 MERCURY COUGAR			
Cpe LS	7346	7417	7197
84 MERCURY COUGAR			
Cpe LS	6077	6137	5955
85 MERCURY TOPAZ			
GS Sdn 4 Dr	4521	4566	4431
84 MERCURY TOPAZ			
GS Sdn 4 Dr	3509	3544	3439
85 MERCURY MARQUIS			
Sdn	4749	4797	4656
84 MERCURY MARQUIS			
Sdn	3526	3561	3454
85 MERCURY GRAND MARQUIS			
Sdn	8132	8214	7970
84 MERCURY GRAND MARQUIS			
Sdn	6577	6642	6445
85 OLDS FIRENZA			
Sdn	4525	4572	4438
84 OLDS FIRENZA			
Sdn	3877	3915	3799
85 OLDS CIERA			
LS Coupe	5872	5931	5756
LS Sdn	5947	6008	5827
84 OLDS CIERA			
LS Cpe	4867	4918	4770
LS Sdn	4925	4974	4826
85 OLDS CALAIS			
Cpe	6281	6343	6154
85 OLDS CUTLASS SUPREME			
Cpe	6542	6609	6414
Sdn	6380	6442	6250
84 OLDS CUTLASS SUPREME			
Cpe	5430	5484	5321
Sdn	5287	5342	5182
85 OLDS DELTA 98			
Rgcy Sdn	8807	8894	8631
84 OLDS DELTA 98			
Rgcy Sdn	7525	7602	7377
85 PLYMOUTH HORIZON			
Htchbk 4 Dr	3495	3530	3427
84 PLYMOUTH HORIZON			
Htchbk 4 Dr	2816	2843	2760
85 PLYMOUTH RELIANT			
Sdn	4171	4215	4088
84 PLYMOUTH RELIANT			
Sdn	3082	3113	3022
85 PLYMOUTH CARAVELLE			
SE Sdn	5083	5134	4982
85 PLYMOUTH GRAN FURY			
Salon Sdn	4797	4842	4702
84 PLYMOUTH GRAN FURY			
Salon Sdn	3721	3758	3646
85 PONTIAC T-1000			
Sdn	3201	3232	3137
84 PONTIAC T-1000			
Sdn	2600	2627	2548
85 PONTIAC SUNBIRD			
Sdn	4529	4575	4440
84 PONTIAC SUNBIRD			
Sdn	3706	3744	3634
85 PONTIAC 6000			
Sdn	5707	5766	5595
84 PONTIAC 6000			
Sdn	4495	4540	4406
85 PONTIAC GRAND AM			
Cpe	6235	6298	6111
85 PONTIAC FIREBIRD			
Cpe	6625	6689	6491
84 PONTIAC FIREBIRD			
Cpe	5553	5612	5444
85 PONTIAC BONNEVILLE			
Sdn	5964	6025	5844
84 PONTIAC BONNEVILLE			
Sdn	4790	4837	4697
85 PONTIAC GRAND PRIX			
Cpe	6466	6531	6338
84 PONTIAC GRAND PRIX			
Cpe	5346	5401	5239
85 PONTIAC PARISIENNE			
Sdn	6966	7033	6824
84 PONTIAC PARISIENNE			
Sdn	5604	5658	5489
85 NISSAN SENTRA			
Dlx Sdn 4 Dr	4281	4325	4197
85 NISSAN STANZA			
XE Htchbk 4 Dr	5305	5358	5198
85 NISSAN MAXIMA			
SE Sdn	8855	8944	8678
84 NISSAN SENTRA			
Dlx Sdn 4 Dr	3389	3424	3321
84 NISSAN STANZA			
XE Htchbk 4 Dr	4229	4273	4145
84 NISSAN MAXIMA			
GL Sdn	6974	7044	6835
85 TOYOTA COROLLA			
Sdn 4 Dr Dlx	5199	5251	5095
85 TOYOTA CAMRY			
Sdn 4 Dr Dlx	7027	7098	6886
85 TOYOTA CRESSIDA			
Sdn	9794	9891	9599
84 TOYOTA COROLLA			
Sdn 4 Dr Dlx	4132	4174	4051
84 TOYOTA CAMRY			
Sdn	5772	5830	5657
84 TOYOTA CRESSIDA			
Sdn	7952	8033	7794
85 VOLKSWAGEN JETTA			
Sdn 4 Dr	6048	6108	5926
84 VOLKSWAGEN JETTA			
Sdn 4 Dr	4524	4569	4433

CLASSIFIED

POSITION WANTED

Self-starter with strong work ethic & extensive experience in both Fleet Management & Traffic Operations seeks employment in related area. Contact:

SANDRA KAY WALLS
911 Northbrook
Edmond, OK 73034
(405) 340-5581

POSITION WANTED

Auto/Light Truck Mechanic seeks position with small fleet corporation or company utilizing light trucks or autos with gasoline engines. Five years automotive experience, two years with fleets. Experienced in most phases of auto maintenance and repair; knowledge of computers. Training consists of General Motors seminars, aftermarket seminars, and college courses. Position must include vehicle update training. Would like to relocate to Southeastern U.S., but will consider all locations. For more information contact:

CHRISTOPHER TESTA
574 77th St., Apt. A4, Brooklyn, NY 11209 (718) 238-8471

CANADA

MONTREAL AUTO AUCTION LTD
325 rue Norman
Ville St-Pierre
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY - 10:00 A.M.

HALIFAX DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD.
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY 6:30 P.M.
SATURDAY 10:30 A.M.

BERGEN AUTO WHOLESALERS, INC.

WE PURCHASE CARS & TRUCKS NATIONWIDE!

Nationwide Fleet Wholesalers
20 Owned Locations

Serving fleet administrators, corporate fleet accounts, leasing companies, banks, etc. High mileage automobiles, late model mechanical. Nationwide salvage disposal, detailed conditioned reports. Guaranteed 24-hour pick-up. Specializing in the TRI-STATE area. Over 30 years of fleet experience.

Steve Rosenfeld:

BERGEN AUTO WHOLESALERS, INC.

56-42 Cloverdale Blvd.
Bayside, New York 11364

(718) 721-6600
(718) 932-CARS
(Salvage Hotline)
24-Hour Phone Service

WE BUY TERMINATED CARS & TRUCKS "NATIONWIDE"

- HIGHEST % OF RESIDUAL RETURN *More Money To You!*
- GUARANTEED 10 DAY PAYMENT
- FAST FREE NATIONWIDE PICK-UP
- ACCURATE & COMPLETE CONDITION REPORTS
- SALVAGE DISPOSAL
- OFFICES NATIONWIDE
- 20 YEARS PROFESSIONAL EXPERIENCE

FLEET LEASE DISPOSAL, INC.

Call Chuck Cimino
215-464-6600
9363 Old Bustleton Road
Philadelphia, PA 19115

GAS PRICES

UNLEADED

City	Cost Per Gallon Unleaded Full-Serve	Self-Serve
Little Rock, AR	116.4	87.9
San Francisco, CA	128.7	90.2
Denver, CO	120.9	93.0
Washington, DC	133.5	93.5
Valdosta, GA	131.4	92.2
Des Moines, IA	135.0	99.0
Louisville, KY	122.9	93.9
Royal Oak, MI	138.9	92.4
St. Louis, MO	113.1	79.7
Charlotte, NC	128.9	88.9
Albuquerque, NM	106.9	93.9
Brooklyn, NY	96.9	87.9
Bellaire, TX	123.9	83.4
Tacoma, WA	140.9	90.6
Milwaukee, WI	120.7	92.1

Survey conducted during the first five working days of May 1987.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.